



WPTV

ORDER

Print Date 01/02/13

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Flight Dates 09/12/12-09/17/12

Contract / Revision 309350 /

Original Date / Revision

08/27/12 09/24/12

Advertiser Treasure Coast Jobs Coaliti

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

TCJC - Treasure Cst. Jbs Coa. FL

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 911917

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	39	\$49,278.75	\$57,975.00	0.00
Totals	39	\$49,278.75	\$57,975.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	39	\$49,278.75	\$57,975.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/12/12	09/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	-- 1- 1--	:30	2	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/11/12	09/17/12	-- 1- 1--		2		\$950.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WPTV	09/11/12-09/17/12	M-F 9-10a		9-10a		-- W- F----	:30	(\$950.00)	0.00	NM			
			Credited												
			flight is over												
N 2	WPTV	09/13/12	09/17/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1- - 11- -	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00



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Contract / Revision **309350** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **911917**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	09/13/12	09/17/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1--11--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	1--11--					3	\$850.00		0.00			
N 3	WPTV	09/16/12	09/16/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$750.00		0.00			
N 4	WPTV	09/15/12	09/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$1,500.00		0.00			
N 5	WPTV	09/15/12	09/15/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$1,000.00		0.00			
N 6	WPTV	09/15/12	09/15/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$500.00		0.00			
N 7	WPTV	09/16/12	09/16/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$1,500.00		0.00			
N 8	WPTV	09/15/12	09/15/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$1,000.00		0.00			
N 9	WPTV	09/16/12	09/16/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$1,000.00		0.00			
N 10	WPTV	09/12/12	09/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	--1-1--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	--1-1--					2	\$2,000.00		0.00			
N 11	WPTV	09/12/12	09/14/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	--111--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	--111--					3	\$750.00		0.00			
N 12	WPTV	09/12/12	09/17/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-111--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	1-111--					4	\$2,000.00		0.00			
N 13	WPTV	09/15/12	09/15/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$2,000.00		0.00			
N 14	WPTV	09/13/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	1--11--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **309350** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **911917**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N14	WPTV	09/13/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	1--11--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	1--11--					3	\$1,200.00		0.00			
N15	WPTV	09/12/12	09/17/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-1----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	1-1----					2	\$1,200.00		0.00			
N16	WPTV	09/15/12	09/15/12	Saturday Prime C Saturday Prime C	CM	10-11p	-----S-	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$425.00		0.00			
N17	WPTV	09/13/12	09/13/12	NBC Thursday Prime NBC Thursday Prime	CM	8-11p (8:00 PM-10:00 PM)	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---T---					1	\$3,500.00		0.00			
N18	WPTV	09/13/12	09/13/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---T---					1	\$1,500.00		0.00			
N19	WPTV	09/16/12	09/16/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$4,500.00		0.00			
N20	WPTV	09/17/12	09/17/12	NBC Monday Prime NBC Monday Prime	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$4,000.00		0.00			
N21	WPTV	09/12/12	09/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	---1---	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---1---					1	\$950.00		0.00			
N22	WPTV	09/12/12	09/17/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--1----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	--1----					1	\$850.00		0.00			
N23	WPTV	09/15/12	09/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$1,500.00		0.00			
N24	WPTV	09/12/12	09/17/12	M-F 6-630p M-F 6-630p	CM	6-630p	1--1---	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	1--1---					2	\$3,000.00		0.00			
N25	WPTV	09/12/12	09/17/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	1-----					1	\$750.00		0.00			
N26	WPTV	09/15/12	09/15/12	Saturday Prime B NBC Encore	CM	9-10p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WPTV

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Contract / Revision **309350** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **911917**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N26	WPTV	09/15/12	09/15/12	Saturday Prime B NBC Encore	CM	9-10p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$500.00		0.00			
N27	WPTV	09/15/12	09/15/12	Saturday Prime C Saturday Prime C	CM	10-11p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$500.00		0.00			
Totals														39	\$57,975.00